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Reply to Office Action of February 15, 2006

<u>Amendments to and Listing of the Claims:</u>

Please cancel claims 4, 6, 9, 13, 14, 16, 17, and 34. Please amend claims 3, 15, 19, 20 and 31, and add new claims 37-53, as follows:

1-2. (cancelled)

3. (currently amended) A system for delivering customized web pages to users, said system comprising:

<u>a computer associated with a user; and</u>

at least one content server that stores ~~web page~~ content for <u>at least one</u> ~~a plurality of~~ web ~~pages~~ <u>page</u>, ~~a centralized demographic server that retrieves demographic information via direct input from a user, the demographic information preserving the anonymity of the user; and~~

~~a computer associated with the user that stores the demographic information input by the user,~~

, wherein said content server <u>receives a request for a web page from the computer, wherein the request for a web page includes</u> ~~directs the user to said demographic sever for input of the~~ demographic information, <u>wherein said demographic information comprises anonymous demographic data, wherein the content server customizes the content of the requested web page based on the anonymous demographic data,</u> and wherein said content server <u>delivers the</u> ~~utilizes the stored demographic information from the computer to customize~~ customized ~~at least one~~ web page ~~request by~~ <u>to the computer associated with</u> the user.

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4-14. (cancelled).

15. (currently amended) A computer-implemented method for utilizing anonymous demographic information over a network of computers, said method comprising:

~~accessing a central demographics server via the network to retrieve demographic information pertaining to a registered user, by direct user input, wherein the demographic data preserves the anonymity of the user;~~ storing demographic information on a demographics server, wherein the demographic information comprises anonymous demographic data;

storing a ~~the~~ demographic ~~information~~ identifier on a computer associated with~~the~~ a ~~registered~~ user, wherein the demographic identifier identifies the demographic information; ~~and~~

issuing a request from the ~~registered~~ user to receive a web page from a content server via the network, the request ~~specifying the web page and having~~ including the demographic identifier ~~information~~ corresponding to the ~~registered~~ user; and

retrieving the demographic information identified by the demographic identifier via the network from the demographics server.

16-18. (cancelled)

19. (currently amended) ~~A~~ The computer-implemented method as recited in claim 15~~17~~, wherein said method comprises:

customizing, at the content server, the web page for the particular ~~registered~~ user based on the retrieved anonymous demographic information.

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20. (currently amended) ~~A~~ The computer-implemented method as recited in claim 15~~17~~, wherein the content server is the demographics server.

21-30. (cancelled)

31. (currently amended) A computer-implemented method for customizing web pages provided over a network comprising:

    (a) receiving, at a server computer, a web page request issued by a requestor over the network from a requestor's computer, wherein the page request includes a demographic identifier;

    (b) retrieving demographic information identified by the demographic identifier from a demographics server~~corresponding to the requestor, wherein the demographic information was previously directly input by the requestor to a demographic server, wherein the demographic information is stored on the requestor's computer, and~~ wherein the demographic information ~~does not reveal the requestor's identity~~comprises anonymous demographic data; and

    (c) in response to the web page request, customizing a web page to be displayed on the requestor's computer based on the anonymous demographic information.

32. (previously presented) The method of claim 31 further comprising:

    (d) transmitting the customized web page to the requestor's computer for display thereon.

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33. (previously presented)   The method of claim 31, wherein the demographic information is stored on the requestor's computer in the form of a cookie.

34. (cancelled)

35. (previously presented)   The method of claim 31, wherein the demographic information corresponding to the requestor is supplied by the requestor in response to questions posed to the requestor by the demographics server.

36. (previously presented)   The method of claim 31, wherein the demographic information is encrypted before being provided to the server computer.

37. (new) The system of claim 3, wherein the demographic information is compressed.

38. (new) The system of claim 3, wherein the demographic information is encrypted.

39. (new) The system of claim 3, wherein the anonymous demographic data is selected from the group consisting of gender, marital status, age, salary, number of children, job type, residence location, political affiliation, hobbies, preferred greeting name, interests, and user preferences.

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40. (new) The system of claim 3, wherein the demographic information is stored on the computer associated with the user.

41. (new) The system of claim 40, wherein the demographic information is input by the user.

42. (new) The computer-implemented method of claim 15, wherein the demographic information stored on the demographics server includes only anonymous demographic data.

43. (new) The computer-implemented method of claim 15, wherein the anonymous demographic data is selected from the group consisting of gender, marital status, age, salary, number of children, job type, residence location, political affiliation, hobbies, preferred greeting name, interests, and user preferences.

44. (new) The computer-implemented method of claim 31, wherein the anonymous demographic data is selected from the group consisting of gender, marital status, age, salary, number of children, job type, residence location, political affiliation, hobbies, preferred greeting name, interests, and user preferences.

45. (new) A system for delivering customized web pages to users, said system comprising:

 a computer, associated with a user;

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a demographic server, wherein the demographic server stores demographic information comprising anonymous demographic data; and

at least one content server that stores content for at least one web page, wherein said at least one content server receives a request for a web page from the computer, wherein the request for a web page includes a demographic identifier that identifies the anonymous demographic data, and wherein said content server delivers a customized web page to the computer associated with the user.

46. (new) The system of claim 45, wherein the demographic identifier is a code that indicates a demographic classification.

47. (new) The system of claim 45, wherein the demographic identifier is comprised of one or more fields, wherein each field is comprised of a value of a type of demographic information.

48. (new) The system of claim 45, wherein the demographic identifier is compressed.

49. (new) The system of claim 45, wherein the demographic identifier is encrypted.

50. (new) The system of claim 45, wherein the anonymous demographic data is selected from the group consisting of gender, marital status, age, salary, number of children, job type, residence location, political affiliation, hobbies, preferred greeting name, interests, and user preferences.

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51. (new) The system of claim 45, wherein the content server sends the demographic identifier to the demographic server, wherein the demographic server sends the identified demographics information to the content server, and wherein the content server utilizes the anonymous demographic information to customize the content for the web page requested by the user.

52. (new) The system of claim 45, wherein the demographic information is input by the user at the computer, and wherein the computer sends the demographic information to the demographic server.

53. (new) The system of claim 52, wherein the demographic identifier is sent by the demographic server to the computer and stored on the computer.

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